



## VISITORS

**14,203**  
visitors

from

**60**  
countries

Visitors to the show were predominantly from:  
**Mainland China, Hong Kong, Macau, and Taiwan markets**

which represented

**75%**  
of visitors

## SHARE PER ACTIVITY

**7%**

**RETAIL TRADE:**  
(retailers, supermarkets, e-commerce, duty-free)

**76%**

**IMPORT / DISTRIBUTION**  
(import, distribution, wholesale)

**8%**

**OTHERS:**  
(press, institutional, education)

**9%**

**HORECA**

## TOP VISITING MARKETS

**01** MAINLAND CHINA

**02** HONG KONG

**03** TAIWAN

**04** THAILAND

**05** SINGAPORE

**06** SOUTH KOREA

**07** MALAYSIA

**08** FRANCE

**09** VIETNAM

**10** MACAU

## PERFORMANCE NETWORKING

**4,237**

pre-booked meetings

**A global Key Buyer and Hosted Buyer programme**

**1,032** producers from **35** countries

**30%**  
of exhibitors were from  
French producing regions

a record **85**  
wineries from Australia



## EXHIBITORS



**57**  
spirits brands & no/low  
from  
**16**  
countries

“It is very valuable to participate in Vinexpo Asia because **we work in a business where not only the face-to-face contact, but also presenting our wines and having an opportunity for potential clients to try them is an absolute must.**”

Martha Perry,  
Baron de Ley Group (Spain)

“**A paradise for wine buyers and sellers!** I hope the show keeps going and that it **gets better and better every year!**”

Le Qu,  
Shenzhen Chuyuan Industrial  
(China)

“The great thing about Vinexpo, particularly in Hong Kong, **is the number of new contacts that we make and the possibility of doing new business.**”

Chris James,  
Bordeaux Vins Selection  
(France)

## VINEXPO ACADEMY



42

sessions

1,400+

attendees

62

speakers

## MEDIA EXPOSURE

### SOCIAL MEDIA

137k  
followers overall

Instagram 22k LinkedIn 29k

X 15k Facebook 60k

小红书 11k

### PRESS

300+  
journalists

1,000+  
articles published

### COUNTRIES OF ORIGIN

- 01 CHINA/HONG KONG
- 02 SOUTH KOREA
- 03 ITALY
- 04 FRANCE
- 05 AUSTRALIA





VINEXPO INDIA 2024  
Mumbai • 18-19 September

WINE PARIS 2025  
Paris • 10-12 February



VINEXPO EXPLORER 2024  
Virginia • 27-30 October

VINEXPO AMERICA 2025  
Miami • 7-8 May



WBWE 2024  
Amsterdam • 25-26 November

VINEXPO ASIA 2025  
Singapore • 27-29 May

